

ABSTRACT OF THE DISCLOSURE

A particular-information displaying method according to the present invention comprises the steps of causing a user's communication device to transmit particular identification information to a first server, causing the first server to transmit an image of a service button or banner advertisement to the user's communication device, the service button or banner advertisement corresponding to the received particular identification information, causing the user's communication device to receive the image data, and causing the user's communication device to display the received image of the service button or banner advertisement on the image viewer displayed on the display device. Thus, software such as the image viewer can be easily and reliably customized, and an image of the service button or banner advertisement instructing any of various services to be carried out can be easily customized for display on the display device of the user's communication device. Further, the user obtains a shop ID from a service company using a digital camera having a short-distance communication function while he or she is out, and transmits the shop ID from a client computer to a menu server. The menu server transmits menu button information corresponding to the received shop ID to the client computer. Upon receiving this menu button information, the client computer displays menu buttons on a display so as to access a service server of the corresponding service company on the basis of operation of the menu buttons. A menu server operation company administering the menu server bills service companies desiring to register their menu buttons. Thus, the user can easily obtain information on the service company in which he or she is interested. Further, each service company can efficiently provide information only to target users. Furthermore, profits obtained by the service company can be reliably billed.